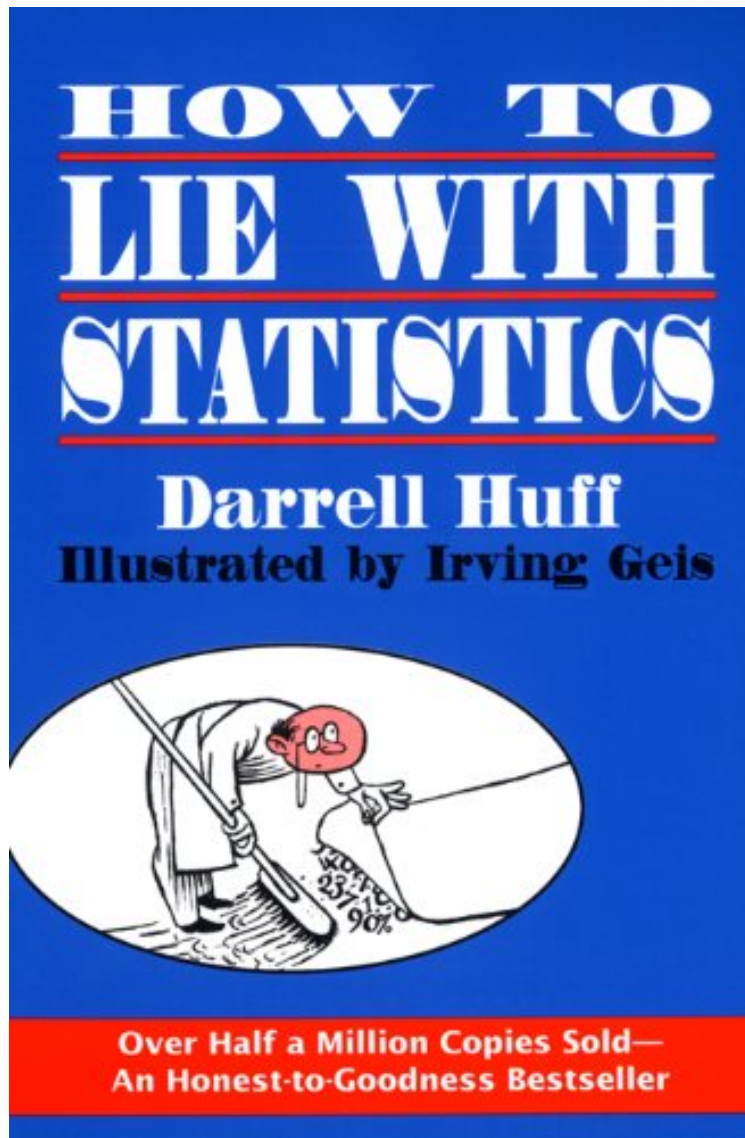


How to Lie with Statistics

Darrell Huff

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Darrell Huff : How to Lie with Statistics before purchasing it in order to gage whether or not it would be worth my time, and all praised How to Lie with Statistics:

2 of 2 people found the following review helpful. EVERYONE should read this: Before you buy, before you vote, before you...By MaverickThis book was required reading before my 8th grade algebra class in 1964. It should still be required reading today. I saved my hardbound copy, and had both of my children read it when they were in junior high school.Before you watch any newscast, or listen to any advertisement, or let any salesman give you a nice sales pitch full of statistics, charts and graphs, you should read this little, fast read, entertaining book.I bought this paperback to

make sure I always have a copy, even when my 51 year old hardbound dies. I want my grandchildren to read it. It is so easy to convince the il-informed using statistics... it is so easy to lie. This book lets you see right through the lies that are presented to you every day in the news, in ads, by salesmen, and even by friends. Worth every penny.1 of 1 people found the following review helpful. Made me realize my own ignorance and intellectual limitsBy CinquainThat book changed my view of research and speculation. It taught me how difficult and expensive it is to really probe truth, for there are biases that exist everywhere. The book also showed me that conditions alone may create statistical errors, such as seen by errors from interpretation, false reporting, wrong assumptions, improper samples, false relationships, framing bias through metrics, and inappropriate calculus techniques. Without even counting party interest and the fact that a discovery is only reveals past trend and not the future one, I have realized that it is utterly useless to speculate or support any intellectual opinion. We can prove or disprove pretty much anything we want, it is all dependent on intent. Forget speculating and arguing, just live your life in peace.2 of 2 people found the following review helpful. How not to be trickedBy Ricardo MioReading this book I couldn't help remembering the adage, "Believe none of what you hear, and only half of what you see." Sage advice, and I'm sure Benjamin Franklin who said it would get a huge kick out of reading "How to Lie With Statistics" by Darrell Huff. I also couldn't help thinking of Secretary of Defense Robert McNamara (under presidents Kennedy and Johnson) who cited statistics repeatedly to show that the United States was winning the war in Vietnam. If that isn't an indictment of how statistics can deceive--besides this wonderful little book--I don't know what is. The final chapter, "How to Talk Back to a Statistic" is a step-by-step guide to figure out how someone is trying to deceive you with data. Buy this little book, read it, ponder it, and read it again, to become wise to how marketers use statistics, charts and other means of presenting numbers to baffle and trick the public. Bottom line: be skeptical, and always, always read the fine print.

Over Half a Million Copies Sold--an Honest-to-Goodness BestsellerDarrell Huff runs the gamut of every popularly used type of statistic, probes such things as the sample study, the tabulation method, the interview technique, or the way the results are derived from the figures, and points up the countless number of dodges which are used to full rather than to inform.

.com "There is terror in numbers," writes Darrell Huff in *How to Lie with Statistics*. And nowhere does this terror translate to blind acceptance of authority more than in the slippery world of averages, correlations, graphs, and trends. Huff sought to break through "the daze that follows the collision of statistics with the human mind" with this slim volume, first published in 1954. The book remains relevant as a wake-up call for people unaccustomed to examining the endless flow of numbers pouring from Wall Street, Madison Avenue, and everywhere else someone has an axe to grind, a point to prove, or a product to sell. "The secret language of statistics, so appealing in a fact-minded culture, is employed to sensationalize, inflate, confuse, and oversimplify," warns Huff. Although many of the examples used in the book are charmingly dated, the cautions are timeless. Statistics are rife with opportunities for misuse, from "gee-whiz graphs" that add nonexistent drama to trends, to "results" detached from their method and meaning, to statistics' ultimate bugaboo--faulty cause-and-effect reasoning. Huff's tone is tolerant and amused, but no-nonsense. Like a lecturing father, he expects you to learn something useful from the book, and start applying it every day. Never be a sucker again, he cries! Even if you can't find a source of demonstrable bias, allow yourself some degree of skepticism about the results as long as there is a possibility of bias somewhere. There always is. Read *How to Lie with Statistics*. Whether you encounter statistics at work, at school, or in advertising, you'll remember its simple lessons. Don't be terrorized by numbers, Huff implores. "The fact is that, despite its mathematical base, statistics is as much an art as it is a science." --Therese Littleton Illustrator and author pool their considerable talents to provide light lively reading and cartoon far which will entertain, really inform, and take the wind out of many an overblown statistical sail. A pleasantly subversive little book, Guaranteed to undermine your faith in the almighty statistic.